Please amend the claims as follows:

1-24. (canceled)

25. (new) A method comprising:

selecting a computer network;

hosting, by a serving entity, on the computer network an event server comprising a user interface module, mining module, harvesting module, and database;

identifying, by the mining module, at least one first publication published on the computer network and containing calendar information describing at least one first event sponsored by a first sponsor independent from the serving entity;

formulating, by the mining module after the identifying, a list listing the at least one first publication;

passing, by the mining module, the list to the harvesting module;

presenting, by the harvesting module, the list to a human harvester;

extracting, by the human harvester, from the at least one first publication a first date, first time, and first description characterizing the at least one first event;

entering, by the human harvester, the first date, first time, and first description into a harvester interface provided by the harvesting module;

storing, by the harvesting module after the entering, the first date, first time, and first description within the database;

inputting into the user interface module, by a human user independent from the serving entity and the first sponsor, a query;

processing, by the event server, the query; and

presenting via the user interface module, by the event server, in response to the query, the first date, first time, and first description.

26. (new) The method of claim 25, wherein extracting further comprises selecting, by the human harvester, from the at least one first publication a first location corresponding to the at least one first event.

27. (new) The method of claim 26, wherein entering further comprises typing in, by the human harvester, the first location into harvester interface.

28. (new) The method of claim 27, wherein storing further comprises recording, by the harvesting module after the entering, the first location within the database.

29. (new) The method of claim 28, wherein presenting further comprises displaying via the user interface module, by the event server, in response to the query, the first location.

30. (new) The method of claim 29, wherein identifying further comprises locating, by the mining module, at least one second publication published on the computer network and containing calendar information corresponding to at least one second event corresponding to a second sponsor independent from the serving entity and the first sponsor.

31. (new) The method of claim 30, wherein formulating further comprises listing the at least one second event on the list.

32. (new) The method of claim 31, wherein extracting further comprises selecting, by the human harvester, from the at least one second publication a second date, second time, and second description characterizing the at least one second event.

33. (new) The method of claim 32, wherein entering further comprises typing in, by the human harvester, the second date, second time, and second description into the harvester interface.

34. (new) The method of claim 33, wherein storing further comprises recording, by the harvesting module after the entering, the second date, second time, and second description within the database.

35. (new) The method of claim 34, wherein presenting further comprises displaying via the user interface module, by the event server, in response to the query, the second date, second time, and second description.

36. (new) The method of claim 35, wherein the event server further comprises a bidding module.

37. (new) The method of claim 36, further comprising providing to an advertiser access to the bidding module.

38. (new) The method of claim 37, wherein the bidding module is programmed to present a set of bid criteria selectable by the advertiser, the set controlling display of advertising content on the computer of the human user and comprising criteria corresponding to a time window and geographical area substantially arbitrarily specified by the advertiser to the bidding module.

39. (new) The method of claim 38, further comprising receiving from the advertiser a bid for displaying the advertising content corresponding to an advertisement.

40. (new) The method of claim 39, further comprising comparing the bid to other bids according to comparison criteria selected by the serving entity.

41. (new) The method of claim 40, further comprising displaying to the human user via the user interface module, during the time window, in the geographical area specified by the advertiser, and simultaneously with the first date, first time, and first description, an advertisement corresponding to the advertising content.

42. (new) A method comprising:

selecting a computer network;

hosting, by a serving entity, on the computer network an event server comprising a user interface module, mining module, harvesting module, bidding module, and database;

identifying, by the mining module, at least one first publication published on the computer network and containing calendar information describing at least one first event sponsored by a first sponsor independent from the serving entity;

formulating, by the mining module after the identifying, a list listing the at least one first publication;

passing, by the mining module, the list to the harvesting module;

displaying, by the harvesting module, the list to a human harvester;

extracting, by the human harvester, from the at least one first publication a first date, first time, and first description characterizing the at least one first event;

entering, by the human harvester, the first date, first time, and first description into a harvester interface provided by the harvesting module;

storing, by the harvesting module after the entering, the first date, first time, and first description within the database;

receiving, by the bidding module, from an advertiser independent of the serving entity and first sponsor, a set of bid criteria controlling display of advertising content on the computer of a human user independent from the serving entity and the first sponsor and comprising criteria corresponding to a time window and geographical area substantially arbitrarily specified by the advertiser to the bidding module;

inputting into the user interface module, by the human user, a query;

receiving from the advertiser a bid for displaying the advertising content;

comparing the bid to other bids according to comparison criteria selected by the serving entity;

processing, by the event server, the query; and

presenting simultaneously via the user interface module, by the event server, in response to the query, the first date, first time, first description, and advertising content.

43. (new) The method of claim 42, wherein:

presenting further comprises displaying the advertising content during the time window and in the geographical area specified by the advertiser; and

the geographical area comprises less than an entire city.

44. (new) A method comprising:

selecting a computer network;

hosting, by a serving entity, on the computer network an event server comprising a mining module, harvesting module, and database;

identifying, by the mining module, at least one first publication published on the computer network and containing calendar information describing at least one first event sponsored by a first sponsor independent from the serving entity;

formulating, by the mining module after the identifying, a list listing the at least one first publication;

passing, by the mining module, the list to the harvesting module;

presenting, by the harvesting module, the list to a human harvester;

extracting, by the human harvester, from the at least one first publication a first date, first time, and first description characterizing the at least one first event;

entering, by the human harvester, the first date, first time, and first description into a harvester interface provided by the harvesting module; and

storing, by the harvesting module after the entering, the first date, first time, and first description within the database.